

CLAIM AMENDMENTS

IN THE CLAIMS

This listing of the claims will replace all prior versions, and listing, of claims in the application or previous response to office action:

1. **(Currently Amended)** A method for displaying information on a screen, comprising:

receiving a plurality of data configured for simultaneous display from an information source;

prior to displaying the received data, separating the received data into a plurality of elements;

displaying only a first element of the plurality of elements;

detecting a trigger at a controller;

based at least on the detecting of the trigger, switching from displaying only the first element to displaying only a second element from the plurality of elements;

responsive to switching from displaying the first element to displaying the second element, starting a timer having a preset duration; and

responsive to starting the timer, automatically preventing switching from displaying the second element back to displaying the first element for the preset duration of the timer.

2. (Cancelled)

3. (Previously Presented) The method as claimed in claim 1, wherein the first element is advertising information.

4. (Previously Presented) The method as claimed in claim 1, wherein the trigger comprises an elapse of a predetermined time period.

5. (Previously Presented) The method as claimed in 1, wherein the trigger comprises a state of a terminal associated with the screen.

6. (Previously Presented) The method as claimed in claim 1, wherein the trigger comprises a key actuation or an actuation at the screen.

7. (Cancelled)

8. **(Currently Amended)** A terminal for a network, comprising:

a screen; and

a control unit coupled to the screen, wherein the control unit is configured to:

receive a plurality of data configured for simultaneous display from an information source;

prior to displaying the received data separating the received data into a first element and a second element;

display only the first element;

detect a trigger;

based at least on the detected trigger, switch from displaying the first element to displaying only the second element;

responsive to switching from displaying the first element to displaying the second element, start a timer having a preset duration; and

responsive to starting the timer, automatically prevent switching from displaying the second element back to displaying the first element for the preset duration of the timer.

9. (Previously Presented) The terminal as claimed in claim 8, wherein the first element is advertising information.

10. (Previously Presented) The terminal as claimed in claim 8, further comprising a timer configured to output a time base signal to the control unit when a predetermined time period has elapsed, and wherein the control unit is configured to change a display of the first element to a display of the second element or change a display of the second element to a display of the first element.

11. (Previously Presented) The terminal as claimed in claim 8, further comprising:

a key sensor configured for detecting actuation of a key associated with the terminal, and wherein the control unit is configured to change a display of the first element to a display of the second element or change a display of the second element to a display of the first element when they key is actuated.

12. (Previously Presented) The terminal as claimed in claim 8, further comprising:

a position sensor configured for detecting a change in the position of the terminal, and wherein the control unit is configured to change a display of the first element to a display of the second element or change a display of the second element to a display of the first element when a change of the position of the terminal is detected.

13-14. (Cancelled)

15. (NEW) The terminal as claimed in claim 8, wherein said screen has an area that is not capable to display all of said first and second element simultaneously.

16. (NEW) A method for displaying information on a screen, wherein the screen has a limited display area, comprising:

receiving a plurality of data configured for simultaneous display from an information source, wherein a simultaneous display on said screen is not possible due to the limited display area;

prior to displaying any received data, separating the received data into a plurality of elements;

displaying only a first element of the plurality of elements;

detecting a trigger at a controller;

based at least on the detecting of the trigger, switching from displaying only the first element to displaying only a second element from the plurality of elements;

responsive to switching from displaying the first element to displaying the second element, starting a timer having a preset duration; and

responsive to starting the timer, automatically preventing switching from displaying the second element back to displaying the first element for the preset duration of the timer.

17. (NEW) The method as claimed in claim 16, wherein the first element is advertising information.

18. (NEW) The method as claimed in claim 16, wherein the trigger comprises an elapse of a predetermined time period.

19. (NEW) The method as claimed in 16, wherein the trigger comprises a state of a terminal associated with the screen.

20. (NEW) The method as claimed in claim 16, wherein the trigger comprises a key actuation or an actuation at the screen.